

MTM Measurement Group Selected by Big Three Automotive Manufacturer for the 2009 Daytona 500

Sponsor Zone Audience Measurement to be Provided by the MTM Measurement Group

TORONTO, ON, CANADA – January 14, 2009 – The MTM Measurement Group, a leading provider of audience and impression measurement products and solutions for the event and experiential marketing industry, today announced it had been selected by a leading North American automobile manufacturer to provide audience measurement services at the 2009 Daytona 500 Sponsor Zone.

The MTM Measurement Group will deploy its proprietary automated-observation platform to document and measure the audience impact generated by the outdoor Sponsor Zone for the duration of its ten day run.

The MTM Measurement Group's revolutionary approach to event marketing measurement is cost-effective and will provide our client with the key performance and engagement metrics they need to quantify return on objective.

Working with MTM will allow our client to assess the effectiveness of their experiential marketing programs, establish event benchmarks and identify areas for improvement as well as demonstrate the marketing value generated at every level of the purchase funnel.

"We are delighted to put our audience measurement platform to work for this very important client," said Tim Dugan, SVP, Sales & Marketing, the MTM Measurement Group. "We are particularly excited to be providing a range of audience measurement data points, from footprint traffic and dwell-time to product interaction."

The MTM Measurement Group has also been engaged to deploy its handheld electronic surveying platform at the Sponsor Zone to conduct intercept and general audience surveys. The electronic data captured will compliment the audience measurement data gathered at the Daytona 500, providing further insight into our client's target customers.

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About the MTM Measurement Group

The [MTM Measurement Group](#) is a division of [Micro Target Media Inc.](#) Our technology-enabled audience measurement and electronic data capture solutions are game-changers for marketers, advertisers, agencies & venues operating in the event marketing, experiential marketing, trade show, expositions and Out-of-Home advertising markets.

Headquartered in Toronto, Canada, MTM sales, research and development and fulfillment facilities are located at various locations in North America and Europe.

To find out more about the MTM Measurement Group's growing roster of Fortune 500 customers and how our audience and impression measurement solutions can be put to work for you, please contact:

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